

Public Space Recycling

Experiences from a partnership with



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BEAUTIFUL

Keep America Beautiful

LARGEST
COMMUNITY
IMPROVEMENT
ORGANIZATION
IN US

1953

FOUNDING
YEAR

650+

KEEP AMERICA
BEAUTIFUL AFFILIATE
ORGANIZATIONS

12 MILLION
VOLUNTEER
HOURS/YEAR

VISION

*A country in which
everyone lives in a
clean, green, and
beautiful community.*

MISSION

*To inspire and **educate**
people to take **action**
every day to **improve** and
beautify their community
environment.*



Why Public Space Recycling?

1/3 of all beverage containers consumed are consumed “on-the-go”

Increase in convenience-based consumption

Fast-Food & Single Serve Containers/Packaging

Support for Radical Regeneration of Materials

Market Demand for Recyclables

Consistent Consumer Messaging

Responsible Materials Management

Litter Prevention

Positive Impact upon Residential Recycling Programs



What makes up Public Spaces?



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Pedestrian Friendly Streets



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Public Spaces



Streetscapes



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Playgrounds/Sport Complexes



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Public Spaces



Streetscapes
Parks/Recreation Areas



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Schools/Libraries



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Public Spaces



Streetscapes
Parks/Recreation Areas
Schools/Libraries



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Government Buildings



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Public Spaces



Streetscapes
Parks/Recreation Areas
Schools/Libraries
Government Buildings



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Transit Center



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Public Spaces



Streetscapes
Parks/Recreation Areas
Schools/Libraries
Government Buildings
Transit Centers



Civic Center/Waterfront



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Primary Public Spaces

Publicly owned/operated facilities such as parks, schools, recreation areas, govt. and civic centers, transportation centers, libraries.



Does a space have to
be “publicly” owned
to be considered a
public space?



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Public spaces also include spaces where we:



Work/Conduct Business



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Food Courts



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And where we:



**Work/Conduct Business
Eat/Relax/Socialize**



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Shopping Malls



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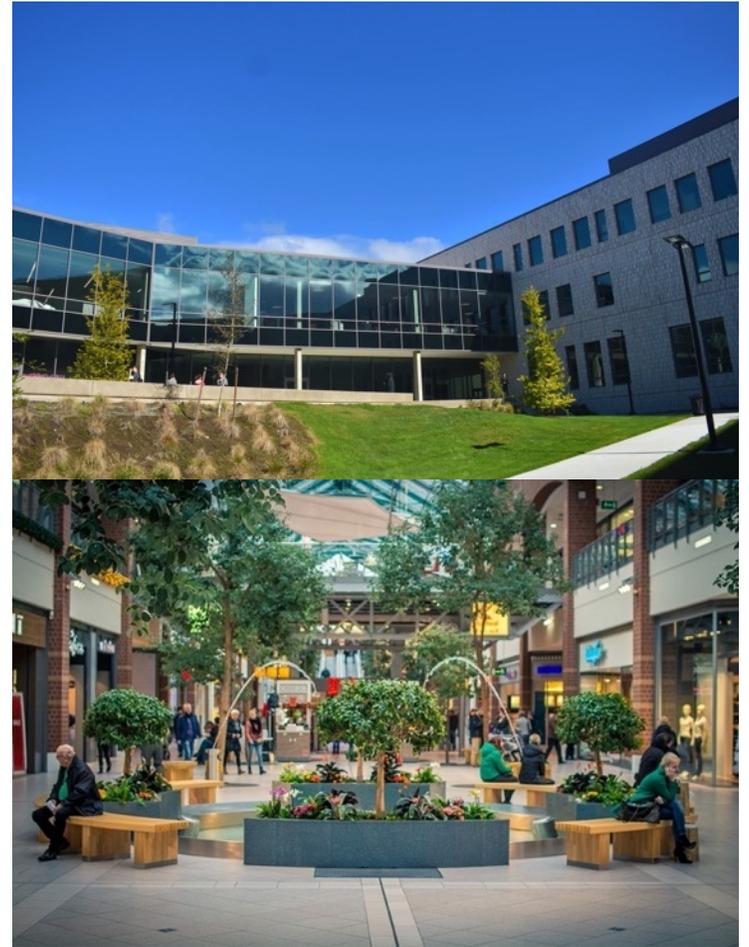


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And where we:



Work/Conduct Business
Eat
Shop



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Marina



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And where we:



Work/Conduct Business
Eat
Shop
Recreate



Convenience Store Fronts



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And where we:



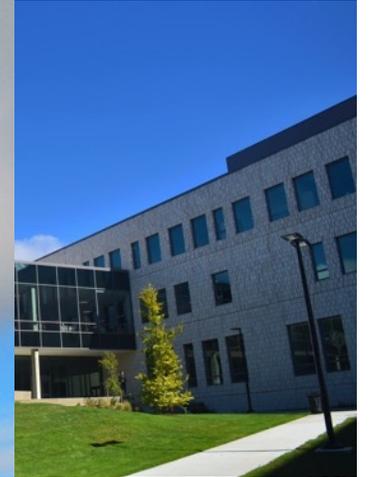
Work/Conduct Business
Eat
Shop
Recreate
Socialize



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Sports/Concert Arena



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Secondary Public Space

Private property where the public convenes and has access, e.g. sports/concert arenas, convenience stores/gas stations, “front-of” commercial enterprises, marinas, office complex, food courts, etc



Unique Recycling Challenges

Consumer Confusion

Are Recycling Services Provided in the Space?

Where are the recycling bins located?

What do the recycling bins look like?

What recyclables are collected?

Consumer Confidence

Are the materials being recycled?

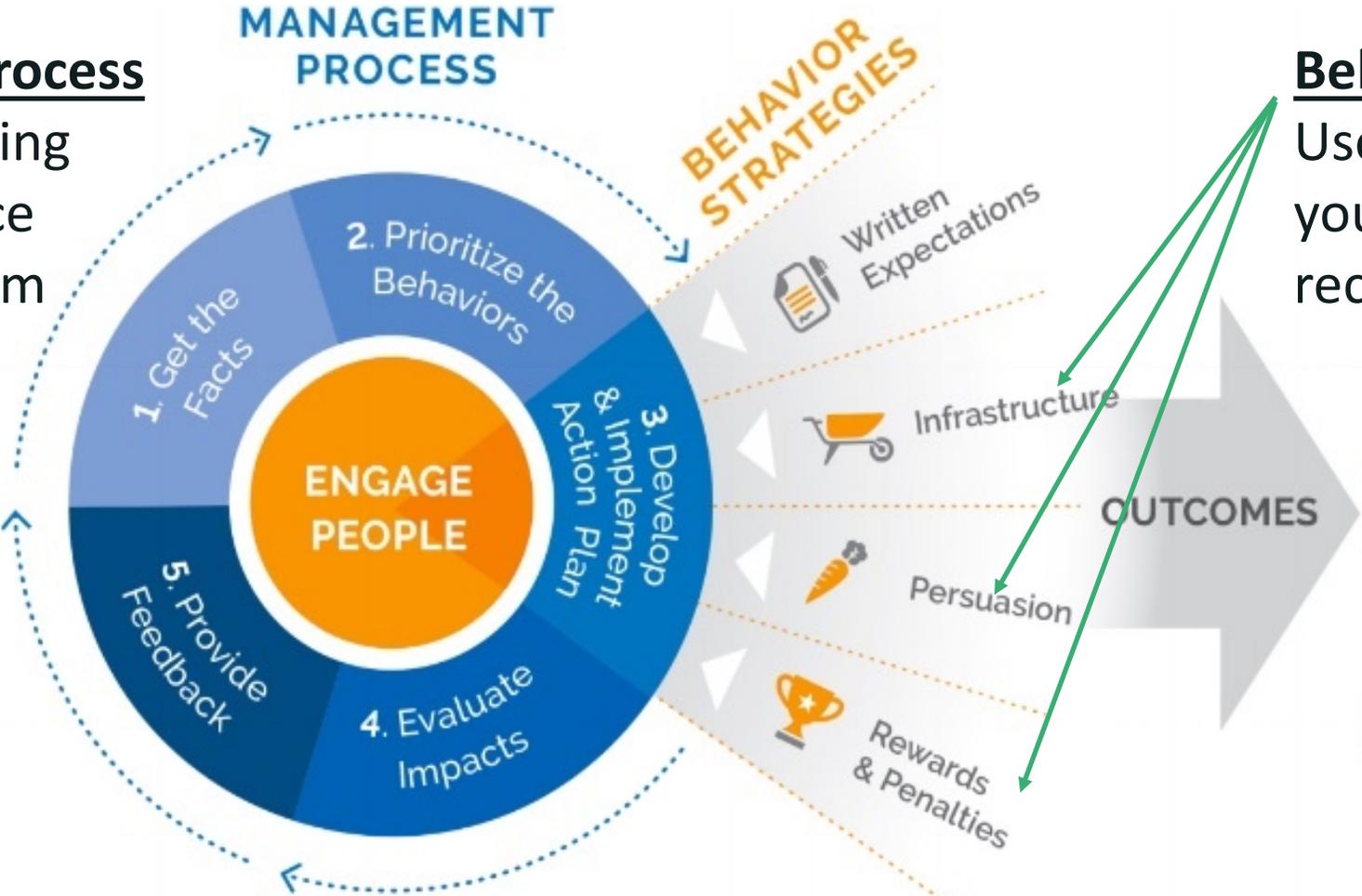
Why does it make a difference?



Changing Recycling Behavior

Management Process

Steps for designing your public space recycling program



Behavior Strategies

Use to implement your public space recycling program



Infrastructure: Processing

Mixed – Source Separated

End Markets



Infrastructure: Collection

Trash Collection Available

Type of Recyclable Materials

Source Separated or Mixed

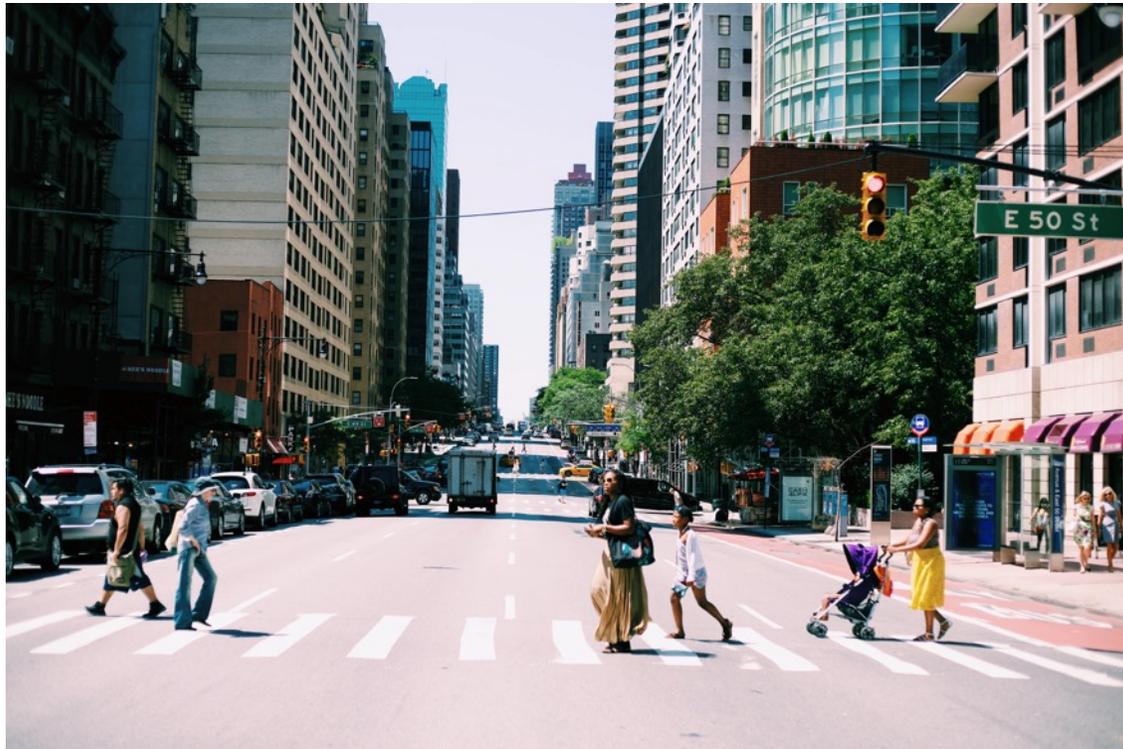
Frequency of Collection

Paid staff or contractor or Volunteer Collection



Infrastructure: Bin Placement

Surrounding Business Activity



Linear vs Area Accessibility



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Infrastructure: Bin Type



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Persuasion

The infographic is divided into three horizontal layers. The top layer is a light blue sky with a white box containing the 'KEEP AMERICA BEAUTIFUL KAB.ORG' logo and a landscape illustration of mountains and trees. The middle layer is a green ground area with two white stick figures standing on a dashed line. To the left of the first figure, text states: 'Non-Recycler generates 4.80 pounds of trash per day recycles 0% of their discards'. Below this text are four white trash can icons. To the right of the second figure, text states: 'Avid Recycler generates just 1.12 pounds per day recycles 75% of their discards'. Below this text are one white trash can icon and three blue recycling bin icons. The bottom layer is a dark grey/black area with the text 'PLEASE RECYCLE' in large red letters.

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KAB.ORG

Non-Recycler
generates **4.80 pounds**
of trash per day
recycles **0%** of their discards

Avid Recycler
generates just
1.12 pounds per day
recycles **75%** of their discards

PLEASE RECYCLE

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Persuasion

The infographic is split into two vertical panels. The left panel has a grey background and shows a large pile of trash being dumped by a yellow excavator into a brown landfill. A person stands next to the excavator. Below the landfill are four grey trash cans. The right panel has a blue sky background and shows a blue recycling center building with a recycling symbol and the words 'RECYCLING CENTER'. A group of nine white human figures stands in front of the building. Below them are three blue recycling bins. A central white box contains the 'KEEP AMERICA BEAUTIFUL' logo. At the bottom, a black banner contains the text 'PLEASE RECYCLE' in red.

For every **1 job** created by landfilling

9 jobs could be created through recycling

PLEASE RECYCLE

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RECYCLING CENTER

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Reward Behavior

Circular Economy – “radical regeneration of materials”

On site observation rewards

Track & Report Results



Maintenance: Special Events



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Regular Maintenance



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Outcomes: Measuring Results

Population Access

Energy Saved

Quantity of Materials
Collected

Greenhouse Gas Emissions
Reduced

Reduced Litter/Stormwater
Capture

Increased Household
Recycling Rate



Budget Considerations

General Project Tasks	Capital Investment	Operating Expense
Recycling Bin Purchase	✓	
Marketing/Promotional Expense		✓
Collection – servicing of recycling bins		✓
Processing of mix collected recyclables		✓
Performance Monitoring		✓
Recycling Bin Maintenance		✓
Recycling Bin Repair/Replacement	✓	



Grant Opportunities

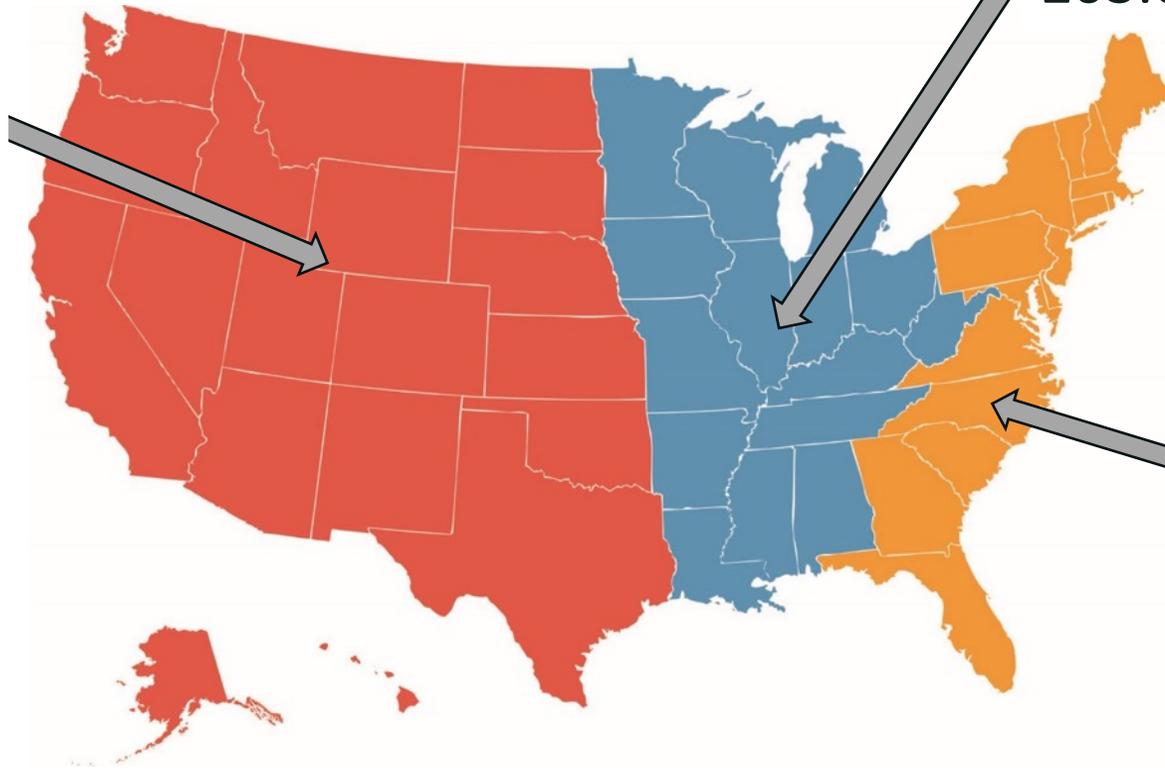


Coca-Cola Bin Grant Program
Apply January
Awards Made in Spring
Matching Funds Not Required



Grant Application Support

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Questions

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